



HISPANIC/LATINO QUALITY OF LIFE RESOURCE ADVISORY COMMISSION REGULAR MEETING January 28, 2015 MINUTES

The Hispanic/Latino Quality of Life Resource Advisory Commission convened in a regular meeting on Wednesday January 28, 2015 at the Street Jones Building at 1000 E. 11th Street, Austin, Texas 78702.

The Board Meeting was called to order at 6:04 p.m.

Board Members in Attendance: Frank Rodriguez, SolAna Renteria, Diego Martinez-Moncada, Emilio Zamora, Martha Cotera and Jose Velasquez

Staff in Attendance: Jason Garza, Assistant to the Assistant City Manager

1. Approval of Minutes

A motion was made by Vice-Chair Martinez-Moncada and seconded by Commissioner Renteria to approve the minutes. The motion was approved on a unanimous vote with Commissioner Cotera off the Dais.

2. Citizens Communication

Citizens signed up for citizen communication were the following:

- Raul Alvarez – East Austin Housing/Business
- Isabel Rios – Onion Creek Flood Funding

3. Presentation and Discussion from Mark Madrid and Thomas Miranda from the Greater Austin Hispanic Chamber of Commerce and Jason Rodriguez from Zpryme on a recent study of Hispanic-owned businesses in the five county area of Central Texas.

Mark Madrid, Executive Director of the Greater Austin Hispanic Chamber of Commerce gave a brief overview of the Hispanic Business research study. The purpose was to get relevant information for the Austin area and projections showed that there may be up to 50,000 business owned by Hispanics by 2020. Mr. Madrid also gave an overview of a new initiative called Small Business University that will help small business learn tips and practices to succeed. After the presentation, Commissioners asked questions of Mr. Madrid and other members of the Chamber who were in attendance. After closing comments and additional comments from the Commission, the representatives stated they would be available for additional updates if requested.

4. Presentation and discussion from Kevin Johns, Economic Development Director regarding current programs and contracts within the Economic Development Department.

Staff from the Economic Development Department with the City of Austin gave an overview of the mission and goals of the department. Managers from each of the different department divisions gave a snapshot of the programs that the department offers and information related to Hispanic/Latino participation in those programs. Rodney Gonzalez, Deputy Director, provided an

overview of the department before turning it over to the various managers to give their brief presentation. Commissioners had questions for staff that ranged from process and programs to how budget decisions, especially those based on recommendations from the Commission, were made.

5. Discussion and possible action on the policy issues recommendations that were made to Council during the budget adoption process.

The Commission requested that a special called meeting be conducted to hear presentations on other priority areas. Staff suggested that at the next meeting, two subjects could be heard and then if needed, a special called meeting could be organized. It was decided that the next meeting would have two subjects on the agenda.

6. Discussion of future agenda items

For the next Commission meeting, the Chair requested that staff from Watershed be present to provide an update on the Onion Creek Flood buyout process. Also, the Commission wanted to discuss both Education and Youth Services at the next meeting. Staff will work to get a representative from AISD to attend and the City-wide Youth Program Manager for the City.

7. Adjournment

A motion was made by Vice-Chair Martinez-Moncada to adjourn and it was seconded by Commissioner Zamora. The Commission approved the motion unanimously. The Meeting adjourned at 8:55 pm.

